

**City of Northampton, Massachusetts**  
**Economic Community Profile**  
**April 2011**

The City of Northampton is situated between the Connecticut River and the foothills of the Berkshires 20 miles north of Springfield. Northampton offers a sophisticated rural lifestyle rich in cultural, artistic, academic, and business resources. Northampton features one of the most vibrant downtown centers in New England and was named “Number One Best Small Arts Town in America” by author John Villani and is recognized as one of the top 25 Arts Destinations in the nation by AmericanStyle magazine. Northampton is home to Smith College and is strongly influenced by Amherst College, Hampshire College, Mount Holyoke College and the University of Massachusetts as part of the five-college system in the region. The superb quality of life in Northampton contributes to its strong economic base with growing manufacturing, technology and service sectors. The local labor force is diverse, well educated and highly skilled.

**Demographics**

Population (2010 U.S. Census)	28,549
Total Households	11,881
Median Age	38.9
Median Household Income	\$51,018
Per Capita Income	\$29,137

U.S. Bureau of the Census, American Community Survey 2005-2009

**Employment by Sector**

Industry Sector	Employment	Percent
Education and Health Services	7,696	43%
Other Services	891	5%
Retail & Wholesale Trade	2,252	13%
Lodging, Food Services, Arts, Entertainment & Recreation	2,135	12%
Manufacturing	1,307	7%
Government	947	5%
Professional and Technical Services	524	3%
Construction	565	3%
Information	356	2%
Finance and Insurance	416	2%
Administrative and Waste Services	365	2%
Management of Companies and Enterprises	215	1%
Real Estate and Rental and Leasing	116	1%
Transportation, Warehousing & Utilities	195	1%
Total	17,980	100%
Average Annual Wage	\$43,420	
Total Annual Payroll	\$781,077,591	

Source: MA Labor and Workforce Development, 2009

### **Labor Force Data**

Labor Force	16,367
Total Pioneer Valley Labor Force	357,481
Residents working in Northampton	61%
Northampton Unemployment Rate	5.3%
MA Unemployment Rate	8.2%

Source: MA Labor and Workforce Development (March 2011)

### **Educational Attainment (2005-2009 American Community Census for population 25 years and older)**

High school graduate or higher	91%
Bachelor's degree or higher	50%

### **Average Weekly and Hourly Earnings**

Industry Sector	Weekly	Hourly
Utilities	\$1,853	\$46.32
Construction	\$962	\$24.05
Manufacturing	\$1,135	\$28.38
Wholesale Trade	\$774	\$19.35
Retail Trade	\$507	\$12.68
Transportation and Warehousing	\$806	\$20.15
Information	\$933	\$23.32
Finance and Insurance	\$1,116	\$27.90
Real Estate and Rental and Leasing	\$589	\$14.73
Professional and Technical Services	\$1,053	\$26.33
Management of Companies/Enterprises	\$528	\$13.20
Administrative and Waste Services	\$498	\$12.45
Educational Services	\$1,050	\$26.25
Health Care and Social Assistance	\$982	\$24.55
Arts, Entertainment, and Recreation	\$343	\$8.50
Accommodation and Food Services	\$322	\$8.05
Other Services (Excluding Public Admin)	\$473	\$11.80
Public Administration	\$1,073	\$26.83

Source: MA Labor and Workforce Development (March 2011)

## **Commercial/Industrial Base**

Industrial:	2,212,942 square feet
Commercial:	4,120,267 square feet
Total C/I Building Space:	6,333,209 square feet

## **Average Office/Industrial Rental Rates**

Class A Industrial Park	\$5-9/sf (\$5 Warehouse; \$9 Office)
Class A or A+ Downtown Main Street (Upper Floors)	\$26/sf
Class B Downtown Main Street (Upper Floors)	\$18-\$19/sf
Class A or B Downtown Off Main Street	\$20/sf
Class C Downtown Off Main Street	\$13/sf
Hospital Hill Business Park	N/A
Main St. Florence Class A Office	\$13/sf
Main St. Florence Class B & C Office	\$6-\$8/sf

## **Average Retail Rental Rates**

First Floor Downtown Main Street	\$22-\$30/sf
First Floor Downtown Off Main Street	\$12-\$15/sf
Pleasant Street	\$12-\$18/sf
King Street	\$14-\$20/sf
Main Street Florence	\$10-\$15/sf

Average rental rates are confirmed for 2011 by Northampton Assessors.

## **Property Tax Rate**

The City has a single tax rate of \$12.96 for FY12.

## **More Information**

For more information about Northampton, business development, and site selection contact:

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